

EXHIBIT B



FY2010-2011 Marketing Plan

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Introduction

The Frisco Convention & Visitors Bureau (CVB) is the official source of travel information for the City of Frisco, and the marketing arm of the city as it relates to tourism and meetings & convention development. The CVB continues to focus on enhancing all elements of the operation, including collateral, website, social media and a strong sales and marketing campaign geared towards sports, leisure and meetings & conventions. We continue to focus on what is ahead, and how we can better serve our marketing partners and the City of Frisco in terms of exposure and direct sales effort, leading to increased economic impact for all. During this highly volatile economy, it is especially important that the marketing, advertising and business relationships continue in order to set the stage for increased room night productivity in key markets for our partners as the economy begins to recover.

Vision Statement

The Frisco Convention & Visitors Bureau is committed to providing the maximum return on investment to the City of Frisco and our tourism and convention partners, by striving to be a highly effective sales and customer service organization. The CVB will also facilitate economic growth and vitality by creating Destination Frisco Advisory Board, an independent committee of stakeholders in the community, focusing on destination product development.

Mission Statement

The mission of the Frisco Convention and Visitors Bureau is to market Frisco as a year-round destination, generating awareness and positive economic impact.

The City of Frisco is located 20 miles north of downtown Dallas, and is this year the fastest growing city in the United States. Frisco offers a wide variety of fun family activities, two Four Diamond hotels and featured service hotels, nearly 8 million square feet of shopping, and soccer, baseball, basketball and hockey, all surrounded by unique displays of public and private art. We are 22 minutes from both Love Field and Dallas-Fort Worth International Airport.

Current Developments

Projects currently in progress include:

- The Museum of the American Railroad finalized their plans with the City of Frisco, with a move scheduled for late 2011 of all rolling stock and their temporary office space. The MAR boasts the 5th largest collection of rolling

stock in the United States and possesses one of the most comprehensive heavyweight passenger car collections in the United States.

Frisco has 1,500 hotel rooms, and currently has one new hotel under construction, a Wingate Inn. At least two other hotels are in the concept and planning phase. The blend of upscale to featured service and an extended stay hotel affords Frisco the opportunity to satisfy a diverse group of travelers. In addition, the increased inventory allows us to capture a larger share of group rooms in Frisco that we were not able to retain in the past. Hotels currently open include:

✦ Westin Stonebriar	301 rooms
✦ Hampton Inn & Suites	105 rooms
✦ Holiday Inn Express Hotel & Suites	61 rooms
✦ Holiday Inn Frisco	120 rooms
✦ Embassy Suites Hotel	330 rooms
✦ Homewood Suites	117 rooms
✦ The Sheraton Stonebriar	119 rooms
✦ Aloft Frisco	136 rooms
✦ Comfort Suites	109 rooms
✦ Hilton Garden Inn	102 rooms
✦ Wingate Inn – under construction	110 rooms (Fall 2011)

The hotels historically have enjoyed a higher than average occupancy and average daily rate in Frisco compared to other Dallas-Ft. Worth Metroplex cities. Frisco hotels began experiencing a decline in the Fall of 2008, similar to national averages, and this decline continued throughout 2009, largely due to decrease in corporate travelers, both group and transient. While demand was not negative during 2009, it did not keep pace with the increase in supply that occurred late 2008 into early 2009. What further impacted Frisco was the decline in average daily rate, a decrease for the calendar year 2009, compared to 2008. Below is the August 2010 year-to-date STR report.

Room Supply: January 2007-August 2007	797 rooms
Room Supply: September 2007-December 2007	917 rooms
Room Supply: January 2008-February 2008	1,034 rooms
Room Supply: March 2008-December 2008	1,153 rooms
Room Supply: December 2008 to current	1,500 rooms

ADR & Occupancy information supplied by Smith Travel Research

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Occupancy (%)	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	71.4	63.3	53.3	71.4	63.3	53.3
Last Year	73.7	71.4	63.3	73.7	71.4	63.3
Percent Change	-3.2	-11.3	-15.7	-3.2	-11.3	-15.7

ADR	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	153.36	144.06	116.88	153.36	144.06	116.88
Last Year	140.40	153.36	144.06	140.40	153.36	144.06
Percent Change	9.2	-6.1	-18.9	9.2	-6.1	-18.9

RevPAR	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	109.46	91.21	62.35	109.46	91.21	62.35
Last Year	103.49	109.46	91.21	103.49	109.46	91.21
Percent Change	5.8	-16.7	-31.6	5.8	-16.7	-31.6

Supply	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	305,545	427,851	547,500	305,545	427,851	547,500
Last Year	290,905	305,545	427,851	290,905	305,545	427,851
Percent Change	5.0	40.0	28.0	5.0	40.0	28.0

Demand	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	218,080	270,894	292,085	218,080	270,894	292,085
Last Year	214,427	218,080	270,894	214,427	218,080	270,894
Percent Change	1.7	24.2	7.8	1.7	24.2	7.8

Revenue	Year To Date			Running 12 Months		
	2007	2008	2009	2007	2008	2009
This Year	33,445,693	39,024,958	34,137,455	33,445,693	39,024,958	34,137,455
Last Year	30,105,697	33,445,693	39,024,958	30,105,697	33,445,693	39,024,958
Percent Change	11.1	16.7	-12.5	11.1	16.7	-12.5

Elements of Destination Marketing

The CVB has continued to use the "F R I S C O" campaign, with updates on photography and copy. This concept has allowed for a wide variety of taglines, and in 2010, we updated photography using Frisco photos rather than a mix that includes stock photography. Advertising and marketing are still aimed at the

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following markets, with the addition of a stronger local corporate campaign in FY10:

- ▶ Meeting and Convention Direct Sales & Advertising
- ▶ Travel and Tourism Direct Sales & Advertising
- ▶ Sports Direct Sales & Advertising
- ▶ Public Relations
- ▶ Website 2.0 & E-Newsletter Marketing
- ▶ Visitor Services

In order to meet the challenges of strong competition in the area, a significant economic downturn, and increased shorter leisure trips in the United States and Texas, the CVB must execute a well-thought out advertising and public relations plan, online and social media campaign, consolidate resources through effective partnerships with our marketing partners, and focus on strong direct sales efforts in the appropriate markets, including:

- ▶ State and Regional leisure market, focusing primarily on key feeder cities and a range of 200+ miles from Frisco
- ▶ Local, Regional and national corporate market
- ▶ Regional and State association meetings and convention market
- ▶ Regional and National religious market
- ▶ State, Regional and National sports market
- ▶ Group Tour/Motorcoach market partnering with area CVB's to provide a seamless trip from one city to the next.

Situation Analysis

Frisco as a destination has made significant improvement in awareness in the local and regional corporate meetings market, and with the state association market. The sports market continues to thrive, and will only increase as new facilities have opened, current facilities have expanded, and hotel price points are more accommodating to this sector. Increased direct sales effort and public relations effort, supported by an effective advertising campaign will continue to support these efforts.

While the regional leisure consumer traveler is very familiar with the Dallas-Fort Worth Metroplex, visits often, and shopping and attractions are their main points of interest, the results of our first tourism economic impact survey indicates that awareness of Frisco within a 200 mile radius needs improvement. The strength of our shopping offerings continues to be a driving force on visitation to Frisco, as the survey indicates; however, because we are largely a leisure drive-in market the consumer is not necessarily staying overnight, but instead are making long daytrips into Frisco. In addition, awareness of the variety of sporting events, concerts and other Frisco attributes is low. Our challenge continues to

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be to educate the regional consumer on Frisco and entice them through added-value offerings to stay overnight in Frisco hotels, all through a variety of medium using creative and consistent messages.

The corporate market has rebounded somewhat since 2009, with increased group bookings and transient demand, but is still far below the levels of 2008 and prior, and room rates continue to be the key factor in where the corporate marketing is booking. Leisure travel domestically is anticipated to increase very slightly, with more Americans stating they expected to take a few more leisure trips. The sports market is anticipating moderate growth in 2010 over 2009, but average spending has declined per family. Number of newly created events is the factor in this slight growth.

The addition of new inventory in late 2008 allowed us to capture some of the business that has been going to neighboring cities, but primarily as it relates to the sports market. While corporate demand is on the rise weekday, it is not at the levels of 2008 where an impact was felt citywide. It is not anticipated that room rates will differ significantly to the current offerings in Frisco, though a very moderate increase is expected in 2011.

We also have the ability to capitalize in 2011 on the Super Bowl XLV event in Arlington, and the exposure that this event will bring to the entire region.

Trends in the **meetings markets**, based on Trends Watch 2010, provided by *Convention South* magazine, include:

- 66% of meeting planners are planning the same number of meetings in 2010 over 2009, and 24% are looking to plan more meetings in 2010
- 93% of tradeshow/exhibition planners state they will plan the same amount of shows in 2010 as in 2009; of these shows, 44% expect their attendance to hold stable and 38% expect an increase in attendance
- 83% of planners report that their meeting expenditures per meeting will stay at least at 2009 levels, and perhaps even grow somewhat; budgets seem to have stabilized, although at reduced levels from 2008
- Hot dates, special deals and meeting rewards are driving much of the decision making process; 22% of planners have "traded up" to properties previously considered too pricey
- Most important factors: room rate at 63.9%, meeting space rental at 48.5%, and food & beverage cost at 44.3%
- Second tier cities are becoming more popular
- 76% of planners indicated that their relationship with the local CVB is important in selecting a destination

Trends in the **sports market**, based on the 2010 Market Report by *Sports Events* magazine:

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- One consistent response from those completing the survey: the outlook for the sports event industry remains optimistic despite the current economic crisis, with 58% of respondents predicted that direct spending on items such as lodging, meals, venues, etc will increase this year; 38% said they expect it to stay the same and 9% expected a decrease; it should be noted that optimism has not returned to levels seen in 2007 and 2008
- Number of participating athletes and and spending per athlete is down slightly from an average of 581 athletes per event in 2008 to 563 in 2009; average spending per athlete also saw a slight decrease from \$781 to \$719
- The most important site selection factor was availability and quality of sports venues; this is followed by local organization/# of volunteers and then proximity of hotel rooms to venue (3rd compared to 2nd last year); history of hosting similar events was listed as 4th
- An important factor in selecting a hotel was complimentary continental breakfast and security
- Overall economic impact only grew by 2.7% in 2008, but in this current economic climate, that is still a very positive
- The overwhelming majority of event organizers, 96%, always or sometimes rely on a CVB or sports commission for assistance, up from 85% last year

Trends in the **leisure market** for 2010 as presented by *The State of the American Traveler* by Destination Analysts from July 2010:

- Outlook for domestic leisure travel remains strongly positive, showing that those surveyed took an average of 5.7 leisure trips in the past year, and 41% of these expected to take more in the upcoming year
- 42% of Americans surveyed say they expected to spend more on their leisure travel in the upcoming year compared to the year immediately past
- Method of travel used in the past 12 months indicated that 89.2% drove to their destination
- Among air travelers, 39.3% say that overall convenience of domestic air travel has gotten "worse" or "much worse" citing high prices and or problems while traveling as major factors
- In *travelhorizons* by YPartnership, April 2010 edition, it was noted that the greatest decrease in future travel was observed in the "perceived affordability of travel", signaling that recent efforts by many travel service suppliers to increase fares and rates have not been lost on the traveling public

Top 12 Leisure Destinations in Texas, State of Texas report (2009)
Leisure visitor volume by Metropolitan Statistical Area (MSA)

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1. Dallas-Fort Worth-Arlington (21.3%)
2. Houston-Baytown-Sugarland (17.4%)
3. San Antonio (14.1%)
4. Austin-Round Rock (9.9%)
5. Corpus Christi (3.9%)
6. Lubbock (2.7%)
7. Amarillo (2.2%)
8. College Station-Bryan (1.8%)
9. Waco (1.7%)
10. Abilene (1.7%)
11. Killeen-Temple-Fort Hood (1.5%)
12. Tyler (1.3%)
13. El Paso (1.2%)

Note: Counties not in a metropolitan area: Rural Texas (17.5%)

Source: D.K. Shifflet & Associates

Opportunities

- The City's competitive edge and vision in attracting corporate business and appealing and family oriented tourism products
- City leadership's commitment to developing a product that will allow for a sustainable city for its citizens, while adding elements such as additional shopping, museums, sports facilities and public art which is appealing to the consumer
- A strong team concept from City leadership and the attractions and venues allowing for combining of resources to strengthen our message in the marketplace
- New hotels, new facilities, new attractions will appeal to the consumer and group business
- Direct access from Love Field Airport via the Dallas North Tollway
- Direct access from DFW International Airport with the opening of all segments of State Hwy 121 into Frisco
- Meeting planners looking more to 2nd and 3rd tier cities or buying up to hotels they could not previously afford
- The beginning of a clustering of museums with the opening of Frisco Discovery Center (Black Box Theatre, Sci-Tech Discovery Center and an Art Gallery) within close proximity to Frisco Heritage Museum

Challenges

- Hotel room rate decreases at a level that will take 2-3 years to recover
- Availability of office space in Frisco for large corporate relocations
- New retail developments around Frisco are eroding our share of the retail market traveler
- Cost of transportation from DFW International Airport to Frisco (taxi, town car, etc), particularly as it relates to group business

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- High level of competition and leveraging of resources for group business
- New venues opening that compete directly with ours

Metroplex Competitive Overview

- Advantages: larger hotel inventory that allows them rate flexibility; lower room rates on weekends which appeals to leisure as well as sports markets; shopping/dining within walking distance to major groupings of hotels and the addition of Phase 2 of Legacy Town Center; passing of late night ordinance which will attract venues/restaurants that want to be in this corridor; Marriott Legacy, 404 room property, immediately south of Frisco; delayed but still being discussed 400+ Doubletree Hotel on Hwy 121 and new retail on Hwy 121
 - Disadvantages: smaller meeting space at their conference center with no hotel attached or nearby; abundance of limited service properties, only 2 full service properties out of over 3700 rooms in their inventory; no significant attractions
 - Budget: \$1,703,621
 - Staff: 6 full time, 4 part time
 - Membership: no
- Advantages: high density of restaurants and nightlife along Beltline Road appeals to the corporate travelers; availability of funding from bed tax to offer as incentives for group business; large full service properties with Marriott, Intercontinental and Crowne Plaza
 - Disadvantages: limited meeting space at the conference center and no attached hotel; aging full service properties
 - Budget: \$1.8 million meetings & \$1.3 million Conference Center
 - Staff: 2 full time at CVB, 8 at Conference Center
 - Membership: no
- Advantages: wide variety of hotels that can accommodate similar sized conventions as Frisco but maintain all guest rooms under one roof; new upscale properties; Visit Dallas-Fort Worth campaign partnership with DFW International Airport targeting high-end leisure travelers and the meetings market, as well as new international markets; success in securing and breaking ground on headquarter hotel for the Dallas Convention Center
 - Disadvantages: not perceived as a "fun" destination for conventions
 - Budget: \$12.856,697 million
 - Staff: 55 full time

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- Membership: Yes
- Advantages: good mix of large upscale full service hotels, including one resort; able to offer very discounted rates on weekends due to weakness in leisure travel; central location in the Metroplex and to DFW International Airport; new cooperative effort with Dallas and Ft Worth for the meetings markets; new venue/attractions in Las Colinas under development with the City Limits project; Convention Center has broken ground with scheduled opening December 2010
 - Disadvantages: no significant attraction to appeal to leisure travel at this time
 - Budget: \$4,465,000 million
 - Staff: 23 full time, 20 part time
 - Membership: No
- Advantages: four major attractions with Six Flags, Hurricane Harbor, Cowboys Stadium and Texas Rangers; central location in the Metroplex; loyal leisure and meetings customer base; proximity to DFW International Airport;
 - Disadvantages: low guest room to meeting space ratio between adjacent hotel and Center; on-going budget issues with development around the Ballpark
 - Budget: \$3,340,000 million
 - Staff: 18 full time, 5 part time
 - Membership: No
- Advantages: new headquarter hotel open and renovations in two properties near the Convention Center; unique blend of western culture in Stockyards with downtown cosmopolitan atmosphere; shopping, dining and entertainment conveniently located within walking distance of hotels and Convention Center; access to light rail; cultural core with museums and performance hall; new cooperative initiative from both a leisure and meetings prospective with Dallas; Trinity River entertainment area development approved
 - Disadvantages: competes directly with Dallas
 - Budget: \$7,400,000 million
 - Staff: 35 full time, 8 part-time
 - Membership: No
- Advantages: increased exposure nationally because of Gaylord Texan; unique hotel/conference center with Gaylord Texan, unique festivals and events; location to DFW Airport; expansion at Great Wolf Lodge development catering to the meetings market

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- o Disadvantages: CVB must continue to increase marketing efforts to bring national exposure and meetings to their market; mainly upscale properties so rates higher than other cities, however this is not necessarily a disadvantage based on the types of business that they are pursuing; attendance down at festivals which directly impacts their budget
 - Budget: \$14,014,000 million
 - Staff: 55 full time
 - Membership: No

Additional Budget Comparisons:

- Denton CVB: \$575,000; 3 full time
- Amarillo CVB: \$1,873,000 million; 10 full time and 4 part-time employees
- McKinney CVB: \$523,000, 4 full time employees
- Allen CVB: \$235,000, does not include salary for 1 full time employee

Frisco Product Assets

In addition to the many enhancements that are currently taking place in Frisco, an exceptional list of assets already exists. These venues offer the key elements that consumers and groups look for when traveling: meeting space, shopping, dining, concerts and events, sports, and arts and culture.

Meeting Space:

- Embassy Suites & Frisco Conference Center
- Westin Stonebriar Hotel
- Pizza Hut Park Stadium Club
- The Depot at Heritage Center
- Dr Pepper Arena

Shopping

- Stonebriar Centre
- IKEA
- The Centre at Preston Ridge
- Sam Moon Trading Company
- Antique & Boutique shopping in Downtown Frisco
- Boutique shopping in Shops at Starwood

Dining

- New & unique restaurant openings
- Over 180 existing restaurants

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Sports

Spectator:

- FC Dallas, major league soccer
- Frisco RoughRiders, AA baseball
- Texas Tornado, NAHL amateur hockey
- Texas Legends, NBA Developmental league basketball
- Dallas Stars NHL practice facility

Venues (a more detailed listing is in the Sports section below):

- Pizza Hut Park
- Dr Pepper Ballpark
- Dr Pepper Arena
- Fieldhouse USA
- Superdome

Arts & Culture

- Festivals & Events: Winter Games of Texas, Frisco Freedom Fest, Lone Star Storytelling Festival, Christmas in the Square at Frisco Square, Merry Main Street, Frisco Arts Festival,
- Texas Sculpture Garden & International Art; public artwork throughout Frisco, including large cattle drive depictions at Centre at Preston Ridge and Central Park
- Concerts at Dr Pepper Arena and Pizza Hut Park
- Plays and performances at the new Black Box Theatre

Entertainment, Golf

- Main Event USA
- Dave & Busters
- GattiTown
- Strikz
- The Trails of Frisco Golf Club
- Tom Fazio course at Westin Stonebriar Hotel
- Plantation Golf course
- The Golf Club at Frisco Lakes
- Frisco Discovery Center
- Frisco Heritage Museum

Sales and Marketing

The CVB brand of Texas' Rising Star is still valid as Frisco continues to grow from both a population standpoint as well as new venue offerings. The "IS" campaign

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likewise continues to allow for photography and visuals for what Frisco has to offer.

Our sales and marketing efforts will focus on meetings and conventions, events and leisure travel that will:

- ✓ Maximize room night revenues and occupancy tax
- ✓ Maximize sales tax revenues by attracting new consumers that will stay, shop, dine and attend sporting events and concerts in Frisco
- ✓ Have the added benefit of local, state and/or regional media exposure
- ✓ Provide an opportunity for local hosts to become a vital partner in bidding on these events

Sports

Sports and event marketing remains a strong market segment for the Bureau due to the exceptional quality and diversity of facilities we have in the City. These facilities are complemented by an abundance of fan-friendly activities with shopping, spectator sports, dining, and arts and culture. By partnering with Frisco Parks & Recreation, Frisco Independent School District, and the management of the professional venues, Frisco is a force to be reckoned with not only regionally, but nationally as well. Frisco has been host to many state, national and international events, as well as collegiate events, including USA Hockey Nationals, US Youth Soccer Southeast Regional championship and NCAA Men's College Cup. Recent events include USA Cycling Masters National competition, and the 3 year award of the NCAA Division I Football Championship Series.

The CVB actively solicits tournaments and events that match the criteria of the facilities in the City. In addition, special attention will be paid to those groups that fall over holiday periods or Friday through Sunday patterns so as to minimize the impact on mid-week corporate business. By producing a collateral piece on these facilities that is specifically written for tournament directors and rights holders of events, the Bureau will solicit business via phone, direct sales calls and attending key tradeshow.

The CVB will continue to partner with the Frisco Parks & Recreation department on the operational aspect of the Winter Games of Texas. We will continue to host this event through 2013, at which time it will be open to bid statewide. This event, while successful in generating economic impact into Frisco, does not necessarily align with the main strategies of the CVB, which is to seek meetings and events with significant room nights attached.

Sports Sales Tradeshow (see attached travel schedule for details):

- Travel, Events and Management in Sports, TEAMS

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- National Association of Sports Commissions
- US Sports Congress

Sports Marketing

- ✓ Sports Travel magazine
- ✓ Sports Events magazine
- ✓ Street & Smith's Sports Business Journal, North Texas sports insert
- ✓ Sports Destination Management
- ✓ Sports event development fund, used to assist in paying bid fees for events that meet a certain criteria
- ✓ Texas Sports Facility Guide
- ✓ Familiarization tour, will be included along with meeting planners and media

Sports Venues:

- Dr Pepper Ballpark
- Dr Pepper Arena
- Pizza Hut Park
- Fieldhouse USA
- The Ice at Stonebriar Centre
- Warren Sports Complex
- Shawnee Trail Sports Complex
- BF Phillips Complex
- Bacchus Park
- Frisco ISD Natatorium
- Superdome
- Staley Middle School Sports Complex
- Golf – Tom Fazlo, Trails of Frisco, The Golf Club at Frisco Lakes and Plantation Golf
- Additional high school and middle school facilities
- Lakes Tennis Academy

Meetings & Conventions

Through research, memberships in key meeting planning organizations, direct sales, phone solicitation efforts, and attending appropriate tradeshow and events, the Bureau will pursue several meetings market segments during the course of the year.

Corporate

A strong corporate market is beginning to rebound in Frisco, despite the economic crisis. Membership and participation in MPI (Meeting Professionals International) allows for local networking through bi-monthly luncheons. Turnover in the corporate sales position has put us behind in this marketing, with fewer future tentative business on the books than in years past. It is crucial that

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as the market is starting to rebound, that we have a strong corporate presence from the CVB to help bring additional business to our hotels. Targeted sales missions and tradeshow targeting key feeder cities have been identified. Contract telemarketing services have been budgeted to assist with follow up immediately after tradeshow in order to not lose momentum from that personal contact.

Association

The state and regional association markets provide a wealth of business to our properties in the form of board meetings, continuing education meetings, and annual meetings and tradeshow. We are continuing to see an increasing share of state association business as a result of dedicated sales effort, advertising and promotion to this market. This will continue to be a core market for Frisco.

Religious

Renewed emphasis took place on this market with the re-positioning of market segments with the sales staff and additional trade shows identified, supported by advertising and promotional activities. There is a strong DFW base for meetings and conventions, and interest in the Dr Pepper Arena due to expansion is starting to materialize.

Convention Sales Tradeshow and Sales Calls (see attached travel schedule for details):

- Rejuvenate Marketplace
- TX Society of Assn Executives SW Showcase
- TX Society of Assn Executives Annual Meeting
- RCMA (Religious Conference Management Assn)
- Quarterly Corporate sales missions
 - Oklahoma City
 - Austin
 - Houston
 - One more TBD
- Two local sales blitzes
- Bi-monthly Austin Sales Calls
- Bi-Monthly Luncheons, MPI
- Meeting Professionals Int'l – Regional shows in Houston & Dallas
- Collaborate Marketplace, new corporate show
- CONNECT Marketplace

Convention Marketing/Advertising

- ✓ Convention South magazine
- ✓ Meetings South magazine
- ✓ Connect

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- ✓ Rejuvenate
- ✓ Collaborate
- ✓ Association Leadership
- ✓ Texas Meetings & Events
- ✓ Plan Your Meetings, online only
- ✓ Current, MPI DFW Chapter publication
- ✓ Familiarization tour, to include media and sports market contacts
- ✓ empowerMINT.com
- ✓ Texas Meetings, annual publication

Tour and Travel

The travel and tourism market encompasses both group travel and individual travel known as FIT, or free and independent traveler. With the exception of group travel, tourism is the most difficult market to track productivity, and is the market that is subject to the greatest amount of fluctuation depending on the economy, world events, discounting in major markets, new attractions, and so forth.

The completion of a benchmark tourism economic impact survey in 2008 revealed excellent information about the leisure visitor to Frisco, identified areas that need attention, and has provided a platform from which to measure the success of future marketing efforts. The greatest opportunity is to strengthen the awareness of Frisco as not only a significant shopping destination, but also a destination that incorporates great entertainment value in the form of festivals, live concerts and events, and exceptional sports. This will be implemented through an updated brand awareness campaign that includes the following elements:

- Advertising in select leisure publications and newspapers within a 200 mile radius of Frisco
- Targeted e-news blasts and online advertising presence
- Media calls and individual sites with freelance writers, editors of publications and other travel related sources
- Sales calls on tour operators, AAA offices, and state Visitor Information Centers
- A website with current events listings, press releases, and a pathway designed to inform consumers
- E-newsletter sent bi-monthly with specific offers and messages for the consumer
- Booking engine added to the site with enticing value added amenities
- Launch of a new mobile marketing campaign
- Launch of a new iPhone app
- Continuation of social media efforts with Facebook and Twitter

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The group tour and motorcoach market affords many opportunities for repeat business once your destination becomes not only well-known and familiar, but has successfully hosted groups. Tour operators have a significant amount of choices when it comes to destinations. Currently Frisco is receiving "day trips" but not a significant amount of overnight stays. After 2 years of continuous presence through sales calls, direct mail and phone solicitation, we backing away from this market until such time that an attraction/venue is in place that works for the senior and coach market. Instead we are looking at reunions and other similar groups that fall into this category.

Tour and Travel Sales and Sales Calls (see attached travel schedule for detailed information):

- TX Travel Industry Assn Travel Counselors Conference
- GLAMER (Group Leaders of America)
- Overseas Brats
- Sales calls to State Visitor Information Centers, twice per year

Tour and Travel Marketing

- ✓ Integrated online/print effort with AAA Home & Away, Texas Journey, Southern Traveler with 3 other cities, north Dallas co-op
- ✓ Southern Living
- ✓ TTIA File Folder
- ✓ TTIA Spring Insert
- ✓ TTIA Fall Insert
- ✓ DFW Guide
- ✓ Map Dallas
- ✓ Tourtexas.com e-blasts
- ✓ Shop Across Texas & Dallas
- ✓ Destination page on TripAdvisor

Collateral/Brochures

There are four main collateral pieces that are used to market effectively to the meeting planner, consumer and tournament rights holders for sporting events.

- Official Visitors Guide: 40,000 pieces published annually with distribution at all hotels; through direct inquiries as a result of our advertising efforts; through all state visitor information centers and AAA offices in 4 states; distribution at CVB information centers in the DFW area as well as others throughout Texas. The visitors guide is also be posted on the website using page-turning technology each year.

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- Meeting Planners Guide: posted on the website using page-turning technology, and loaded onto USB drives for ease in mailing or taking on sales missions.
- Sports brochure: the sports brochure was updated in FY10 to include the addition of Fieldhouse USA and expansion of the Dr Pepper Arena. This piece is specifically targeted for those that plan sports events and describes the technical aspects of the venues versus emphasizing the spectator sports aspect.
- Shop Frisco savings book: will print 10,000 pieces twice per year which allows for changes and updates to the offers. Demand has continued to be strong for this piece and it will be incorporated into a broader retail campaign in FY11.

Public Relations & Communications

The completion of a benchmark travel study in April 2009 done by Destination Analysts revealed that 4.33 million people chose to visit Frisco in 2008. There were 3.83 million who experienced Frisco as day-trippers from D/FW and a 200 mile radius. Another 350,000 chose to stay in local hotels. Other impressive numbers from the study included an estimated economic impact of \$1.24 billion in direct visitor spending inside the city and \$21.2 million collected as sales and hotel tax revenues.

Despite the challenges in the market, there is some good news. While few companies are talking about expanding their travel spending, there has been no indication that companies are expecting to make further cuts at this time. Bright spots:

- The establishment of the Travel Promotion Act and a *Meetings Mean Business* Initiative by the Travel Industry Association.
- Super Bowl XLV potential economic impact
- The CVB capitalized on a mobile marketing text messaging campaign nine months into its fiscal year.
- There is huge power in face-to-face meetings and word of mouth communications.

The primary focus of the PR & Communications Department will be to remain competitive, proactive and aggressive by broadening its definition of media and public relations, strive to deliver consistent messages that reflect the goals, benefits and endeavors to promote tourism, and use a variety of ways to communicate targeted messages to reach a maximum audience with a regular stream of story ideas and photo opportunities.

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Good communication is not a goal that stands apart from the CVB's other activities; it is an integral part of enhancing the efforts of the entire staff. The medium and technology through which the story or message is delivered can change, but not the core of what constitutes a good story.

Through it all, the CVB will need to be flexible and continue to embrace our role and commitment as a trusted resource for direction, expertise, information and an economic development engine in the local community.

Key Communication Messages

1. Frisco is a 'Texas Size Playground'
2. Frisco is the 'Playing Field of Champions'
3. Frisco is more than you expected for shopping, concerts, sports & events
4. Frisco is your 'Meetings Partner'
5. Frisco is a destination to stay and play
6. Call-to-action: www.visitfrisco.com, 1-877-Go-Frisco, info@visitfrisco.com

Target Audiences

Demographic:

- Families looking for affordable fun
- Women 25-55 with families or searching for girls getaway weekends
- Travelers interested in attending sporting events, concerts and shopping
- Women, primary travel influencers and planners
- Additional regional market share
- Meetings, event and convention planners

Psychographic:

- Sports enthusiasts
- Concert goers
- Shopping and dining enthusiasts
- Meeting and convention attendees

Geographic:

- Short drive markets under 4 hours
- Local, regional and national meetings, event and convention planners

Marketing Strategy

We are catering to a demographically diverse population/audience that consumes and creates messages and information in a variety of ways. We must employ an integrated marketing strategy that include multichannel platforms such as print,

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internet, social media, text messaging, mobile web, advertising and the like. We will also continue to use as many cost-free communication tools to increase organic searches, reach potential travelers, create destination buzz and promote the positive economic impact of tourism. The City's brand and value proposition have never been more important!

At least for the foreseeable future, we must keep the traditional tools around at the same time we are exploring options of the next frontier. The challenge will be to balance them all in order to reach the most stakeholders cost effectively and successfully while further establishing visitfrisco.com as the hub of our marketing communication efforts.

Website / Interactive Priorities

Social media now allows direct communication with stakeholders/audiences who elect to receive and consume our messages. As social media users share with each other, the CVB has the ability to reach a greater number of people who never knew about Frisco's attributes, thus creating the opportunity to drive more leisure visitors to Frisco. The CVB's social media messages will match those of our more traditional communication messages with the following objectives:

Objectives:

- Engage stakeholders/audiences
- Increase the number of unique website visitors by 5% each year
- Increase the number of Twitter & FaceBook opt-in guests that choose to follow or be communicated to by the CVB by 5% each year
- Build destination awareness locally and regionally
- Build awareness of new developments and emerging opportunities
- Increase usage of online promotions to increase value of site and build database
- Add interactive components for visitor participation

Strategy:

- Create a mobile friendly website
- Update general look and feel of homepage
- Continue daily updates to key pages
- Create engaging content that meets vacation and meeting planner needs
- Keep website user friendly, cutting edge and easy to navigate
- Grow e-newsletter, social media and smart phone (text message) marketing
- Seek connections to bloggers

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Tactics:

- Using a flip cam, produce a series promotional of videos covering a wide range of topics that will enhance Frisco's image as a preferred destination for sporting events, concerts, shopping & dining, arts & culture, meetings and hotels
- Continue to employ SEO
- Create bi-monthly contests to engage loyal social followers
- Create targeted call-to-action plans for social media outlets
- Assist in acknowledging and promoting concerts, events, and sporting events
- Upgrade website to incorporate mobile web optimized pages and Google maps

PR, Media & Communication

When it comes to PR, media & communications in the 2010/2011 fiscal year, there will be a continued emphasis on relationship building, coming up with unique story ideas and customized pitching to targeted media that will ensure brand messaging and positive coverage is conveyed in editorial, broadcast and online placements. Strategic planning, storytelling and clear messages have always worked to point the CVB in the right direction. They will do so in the digital era, too. We have the ability to communicate our news, our way directly and effectively.

All of the CVB's PR, media & communication efforts will be based on a push *and* pull strategy in conjunction with our marketing push strategy. A pull strategy will be used to access and attract people and resources to shape opinions, make connections and create value when it comes to:

- to build a cohesive alignment among all communication channels
- designed to promote year round travel
- to reach and motivate new customers
- maintain the loyalty of existing customers
- sharing content, stories, itineraries, photos and video

In addition to magazine, newspaper, internet, radio and television, public relations efforts will also focus on regional media in the following markets:

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Target Markets:

In addition to magazine, newspaper, internet, radio and television, public relations efforts will also focus on regional media in the following markets:

- Texas: Sherman, Wichita Falls, Tyler, Texarkana, Waco, Fort Worth, Weatherford, Austin, San Antonio
- Oklahoma: Oklahoma City, Edmond, Lawton, Tulsa, Norman
- Louisiana: Shreveport

Strategies:

- Increase emphasis on reaching regional travel publications, radio and television stations and online travel websites
- Be passionate about story pitches and content. Make them unique, special & intriguing
- Work with agency to push marketing initiatives
- Capitalize on leadership position in specific categories like sporting events, concerts, sporting facilities, the Frisco Discovery Center and the Museum of the American Railroad
- Constantly develop original feature stories for print, internet and broadcast
- Engage website visitors through a wide range of web-based content including podcasts and videos
- Maintain ongoing communication regarding the value of the visitor industry to board of directors, city leaders and government officials and the broader resident base
- Motivate visitors to stay longer, to recommend Frisco as a destination and to come back to Frisco

Tactics:

- Media FAM Tours – The Frisco CVB will conduct a series of familiarization tours with the goal of attracting editors and writers from at least one major publication and one regional publication focusing on the following events/activities: World-class sports facilities, concerts, Christmas in the Square, family fun things to do, hotels, shopping and dining.
- Individual Media Visits – To accommodate media with specific interests or whose schedules or interests do not coincide with the dates and themes of the media FAM tours. The visits will be scheduled on an ongoing basis throughout the year.
- Media Kit Development – Research, write, produce and distribute a bi-annual press kit available as a CD-ROM or DVD-ROM. Materials will also be available in the online press room at www.visitfrisco.com.
- Market Specific Media Visits – Travel to and conduct face-to-face, one-on-one or group meetings with key travel editors and writers at newspapers,

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magazines, and radio and television stations in previously specified target markets. Our message will vary depending on the publication.

- Ongoing Press Release Distribution – Draft and distribute press releases covering a wide range of previously mentioned FAM tour topics, new services and major news announcements. The releases would be distributed locally, regionally or nationally depending on the nature of the release.
- Ongoing Media Relations – The CVB will contact a minimum of 10 writers on a monthly basis for the specific purpose of generating interest in and editorial coverage of Frisco with an increased emphasis on regional outreach.
- Joint Effort Marketing – Work with the Economic Development Corporation, community and marketing partners

Visitor Services

Visitor services encompasses several areas, including distribution of materials in a timely manner, providing accurate, detailed and unbiased information to all callers and office visitors, and making sure that the most updated collateral pieces are distributed to partners and centers on a regular basis. The Frisco CVB will maintain an accurate tracking mechanism for all visitor inquiries, and strive to adhere to the guidelines for fulfillment as outlined below:

	#of days to respond	Method of response
Walk-in Requests	Immediate	
Telephone Requests	24 hours	
Mail Requests	40 hours	
Internet Requests	24 hours or send link	
E-mail Requests	24 hours	

- Individual Visitors Guide requests by telephone or e-mail should be filled within 24-working hours.
- Weekly lists received from Advertising/Magazine should be filled within a 40 hour work week (longer lead time due to bulk mail requirements).
- Texas Visitor Information Centers are contacted on a quarterly basis to confirm current supply of collateral; additional requests will be processed within 2-working days upon receipt of call or letter of request.
- Hotels are contacted on a monthly basis and additional requests will be processed with-in 2 working days or as needed. Other venues, such as mall, sports venues, EDC and City Hall will also be called on a monthly basis to ensure adequate supplies.

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- Collateral material is available at all times for walk-in requests

FY10 Requests for Guides/Downloads			
	FY10	FY09	FY08
tourtexas.com	2,937	2,087	3,118
tourtexas.pdf	233	252	376
Home & Away	564	156	253
Tx Journey		20	167
DFW Guide		485	1,833
GLAMER	113		
PR results		192	
PR e-brochure		971	
Tx Monthly	188	241	4
AAA Journey	54		
Midwest/So Tr	253	30	62
TTIA Fall/Spring	1,443	3,007	782
TTIA online	12,909	14,088	5,489
TTIA Folder	66	107	87
Tx Highways	58	90	
Southern Living	3,797	3,314	1,544
Shop Aer Tx	1,413		
Other			5,069
Total	24,028	25,040	18,784

There is sufficient space in the reception area to accommodate small brochure racks on Frisco and other points of interest in Texas. Staff is beginning to work on plans to submit to the City regarding the development of a full service Visitor Information Center and CVB offices, with short-term options being presented until such time that budget allows a new building.

Research

There are several areas that the CVB will track for historical purposes, and to assure that we are targeting the right audiences and that our efforts do have impact in the City. Outside sources are used to compile this information to maintain credibility and reliability of the information.

- ADR, Occupancy and RevPAR (average daily rate, revenue per available room), comparing City of Frisco with Dallas, Tarrant and Collin Counties
- Occupancy Tax Collections, citywide
- Economic Impact of meetings business generated from the CVB based on leads issued; a new formula is being used but contains very dated

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information. We will need to research a more effective formula for the meetings market.

Economic impact of sports, formulas created after research through the University of North Texas

Updates to the Tourism Economic Impact Survey completed in FY09 at least every 3 years

Other research information is available through our professional affiliations with Texas Travel Industry Association, Destination Marketing Association International, Texas Hotel & Lodging Association, the State of Texas, Office of the Governor, Economic Development and Tourism, and through other professional affiliations.

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Appendix

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Sales Goals

The CVB has two sales managers, and a tourism sales & convention services manager that focuses a portion of her time on tours and smaller groups. Goals for FY11 have been established, estimating an increase in corporate and religious bookings, while staying flat for sports and state association.

Definite Room Night Goals:

- **Benchmark: 16,712 room nights at an average rate of \$111 total revenue \$1,855,032 (not economic impact)**
- **Midpoint: 18,384 room nights at an average rate of \$111, total revenue \$2,040,624**
- **Stretch: 20,217 room nights at an average rate of \$111, total revenue \$2,244,087**

	Turned Definite				Turned Tentative			Turned Lost		
	FY10		FY09		FY10	FY09	FY08	FY10	FY09	FY08
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	1,831	5	0	0	290	608	3,134	420	1,425	822
November	45	1	356	2	7,434	2,107	3,301	1,470	2,081	1,687
December	1,495	7	2,874	2	380	3,230	2,081	0	555	661
January	3,310	10	312	1	3,733	7,288	11,204	3,198	9,316	3,880
February	826	3	452	4	4,657	12,884	3,995	2,256	5,403	2,431
March	2,265	3	1,874	6	5,935	5,236	8,048	5,014	2,867	4,113
April	1,119	5	1,470	9	16,354	3,361	9,368	150	2,755	890
May	352	4	2,925	9	2,523	3,156	4,871	8,143	1,096	3,849
June	60	1	719	8	5,964	1,511	4,471	903	2,219	6,015
July	325	4	250	1	6,547	2,650	3,662	4,375	1,216	1,123
August	2,574	6	610	6	8,045	813	2,227	6,044	690	3,972
September	2,222	4	158	5	1,642	5,629	6,189	5,008	1,542	790
Total	16,524	53	12,000	53	63,504	48,473	62,551	36,981	31,165	30,233

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Projected Economic Impact of Business Turned Definite

	FY10	FY09	FY08
October	\$1,561,928	\$0	\$600,975
November	\$62,000	\$70,183	\$203,000
December	\$2,755,540	\$1,860,006	\$171,000
January	\$6,593,670	\$358,000	\$716,500
February	\$1,345,565	\$206,120	\$226,000
March	\$2,052,900	\$1,067,816	\$1,816,000
April	\$1,225,375	\$1,187,400	\$536,000
May	\$1,121,060	\$7,258,532	\$408,250
June	\$13,951	\$393,148	\$235,532
July	\$308,255	\$204,000	\$948,000
August	\$5,731,300	\$636,888	\$789,963
September	\$2,137,350	\$830,853	\$2,061,750
Total	\$24,908,894	\$14,072,946	\$8,712,970

Public Relations Goal

Focus will continue by working local media, editorial calendars for trade publications and targeting travel writers, both with newspapers and free lancers.

Public Relations Media Goal: \$737,796 in value (in kind media valued at 1x insertion rate) and in addition, will track:

- Number of press contacts
- Results of Media FAM tours
- Number of participants in Media FAM tours
- Increased traffic to website in number of visits and unique visits
- Dollar value of ad equivalence of public relations efforts
- Success of bi-monthly e-news blasts in terms of open rates, click thru's, forwards and increase in subscriber database

	Print	Electronic	Total Combined
FY05 Publicity	\$169,177.01	\$31,950.00	\$201,127.01
FY06 Publicity	\$145,336.17	\$34,358.34	\$179,694.51
FY07 Publicity	\$121,295.34	\$190,353.83	\$311,649.17
FY08 Publicity	\$436,587.08	\$233,375.21	\$669,962.29
FY09 Publicity	\$299,216.50	\$383,928.69	\$683,145.19
FY10 Publicity	\$426,875.07	\$167,469.75	\$594,344.82

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City Council Strategic Focus Areas with FY 2010-2011 Objectives

This document is formatted as follows:

Index Strategic Focus Area

- o Strategic Focus Area Description
- o Long term goals and objectives

> FY 2010-2011 Objectives

Index Long-Term Financial Health

Responsible stewardship of financial resources balancing short and long term needs of the community.

- o Encourage a balanced residential and commercial tax base.
- o Maintain a competitive tax rate.
- o Encourage a diversified employment base that creates quality jobs and includes employers who generate revenue from beyond the City's geographic borders.
- o Maintain a fund balance in our General and Enterprise Funds, minimum of 25% of the Operating Budget.
- o Maintain a capital replacement fund for maintaining and improving City equipment and infrastructure.
- o Manage debt capacity to ensure the ability to fund capital projects.
- o Fees and charges will be appropriate to the cost of providing services.
- o Maintain AA or better Bond Rating.
- o Encourage and support initiatives to establish and sustain the financial vitality of the city's central core.

> FY 2010-2011 Objectives

- Focus on attracting corporate and commercial growth, supporting EDC stated goals of attraction, retention and business formation of targeted business sectors.
- Support efforts to attract regional, state, out of state, and international corporations.
- Develop policy for capital reserve fund.

Index Public Health & Safety

Provide quality programs and services which promote community well being.

- o Provide excellent police and fire protection, maintaining a low crime rate and an ISO-1 rating for our Fire Department.
- o Provide a safe and efficient transportation network throughout the city.
- o Provide a "Superior Quality" rated water system and a sewer system meeting the needs of an expanding population.
- o Proactively improve public health, safety, homeland security, and emergency preparedness.
- o Proactively support environmental initiatives.
- o Proactively support fitness and healthy lifestyle initiatives.

> FY 2010-2011 Objective

- Review ISO rating renewal.
- Implement a city-wide public fitness initiative.
- Review average public safety response times.
- Proactively address environmental threats.

7/1/2010

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Index Infrastructure

Develop and maintain transportation systems, utilities and facilities to meet the needs of the community.

- o Provide timely improvement, expansion, and maintenance of local roadways, utilities, and other infrastructure to meet the needs of an expanding population.
- o Embrace emerging technologies.
- o Develop parks and trail systems to connect all parts of our city and our regional trail network.
- o Develop and implement a public transportation plan to meet the needs of citizens, businesses and visitors.
- o Collaborate with our ISD's, private enterprise, other local communities, County, State and Federal agencies to expedite improvements and expansion of services.

> FY 2010-2011 Objectives

- Work with TxDOT and other entities to facilitate planning and completion of major state road projects – 121, 423, Main St/3537, Eldorado/2934, Preston Road/289, Custer Rd./2478, 380.
- Focus on current projects and plans for future road projects – including those from 2006 City bond sale and Collin County and Denton County bond elections.
- Focus on delivery of identified Road Capital Improvement Program.
- Focus on traffic flow and congestion.
- Implement 5 year hike and bike trail master plan.
- Evaluate transportation systems and explore funding alternatives.
- Expand reuse water system.
- Develop water and wastewater infrastructure.
- Evaluate further development of Simpson Plaza and Frisco Junction.
- Implement entrance monument plan.
- Continue the reconstruction of historic downtown streets and associated infrastructure.
- Develop plans for any road project that could potentially receive funds from other regional sources.

Index Excellence in City Government

Provide effective and efficient services with integrity in a responsive and fair manner.

- o Consistency, responsiveness, fairness, honesty and candor will be hallmarks of city operations.
- o City Leaders, Staff and facilities will be accessible and convenient to all citizens.
- o Cost to deliver City services will remain competitive with surrounding cities.
- o Maintain systems, technologies, and methodologies for consistent communication of our goals and objectives, programs and activities.
- o Cultivate our relationships with Collin and Denton Counties, surrounding communities and regional partners.
- o Be a leader in regional initiatives and projects.
- o Strive to be recognized as one of the best places to live.
- o Encourage continuous staff development.

> FY 2010-2011 Objectives

- Evaluate and improve city's use of technology.
- Publicize awards and recognition of city programs.
- Evaluate replacement alternatives for Utility Billing System.
- Formalize Council Governance policies.

7/1/2010

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Index Sustainable City

Promote the continued development of a diverse, unique and enduring city.

- o Promote and support continued development as a destination city.
- o Maintain a strong sense of community.
- o Maintain high standards and encourage the development of quality residential communities that provide a diversity of housing, lot sizes, open spaces and amenities.
- o Encourage quality new urbanism high density mixed use centers.
- o Demonstrate leadership as a community committed to preserving and protecting the environment.
- o Promote and preserve the heritage and history of Frisco.
- o Develop and promote quality entertainment venues, arts, shopping, education system, and park system.

> FY 2010-2011 Objectives

- Develop criteria and program elements for reviewing and sustaining maturing communities and infrastructure.
- Implement and manage re-use of current City Buildings.
- Embrace creative ideas to energize historic downtown.
- Promote historic downtown as a destination area linked with Frisco Square and Frisco Junction.
- Support and promote the availability of existing social services.
- Complete Way Finding Plan.
- Expand higher education opportunities with a short term goal of evaluating what the City could do to encourage establishment of a 4 year college or university in Frisco.
- Explore land acquisition opportunities.
- Review Impact Fees.
- Explore public-private partnership opportunities.
- Increase supply of 4-Diamond/4-Star hotel rooms.
- Explore potential projects which provide a positive environmental impact on community.
- Explore bringing collegiate sports events to City sports venues.

Index Civic Involvement

Encourage civic pride, community participation and a sense of ownership in our community.

- o Promote increased citizen participation and volunteerism across all age groups.
- o Encourage and promote civic groups and charities for the benefit of our citizens.
- o Encourage greater civic pride and sense of ownership of the City.

> FY 2010-2011 Objectives

- Further refine/review polling places for the public's convenience.
- Explore ways to promote elections to increase voter turnout.
- Explore ways to increase volunteerism.

Promote Frisco events.

7/1/2010

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Index Leisure and Culture

Provide quality entertainment, recreation and cultural development to promote and maintain a strong sense of community.

- o Provide an array of activities for family entertainment and cultural development.
- o Provide a variety of sports venues in addition to sports fields for youth sports, regional and national tournaments.
- o Implement our parks and hike & bike trail master plans to take advantage of topography, trees, creeks and natural settings.
- o Promote events and activities that will draw the community together.
- o Encourage the creation of events that will draw people from all over.
- o Promote cultural, performing and visual arts.

> FY 2010-2011 objectives

- Begin to implement the Grand Park Master Plan and obtain US Army Corps of Engineers permits for lake development.
- Explore opportunities for hike and bike temporary trails.
- Focus on linking some existing trails internally and with adjacent cities.
- Implement Parks Master Plan and evaluate needs for specialty parks.
- Acquire land for future parks.
- Establish Museum of American Railroad in Frisco.
- Continue to represent the City of Frisco as a partner city in the Arts of Collin County Project.
- Support expansion of youth sports/entertainment venues/teen center.
- Pursue active entertainment destination.
- Evaluate actions necessary to support leisure and culture opportunities for full life cycle community as detailed in the City's Comprehensive Plan (staff action...explore wording for listing in proper SFA)

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2010-2011 Frisco CVB Travel Schedule

Overseas Brats October 14-17, 2010, Eugene, OR <ul style="list-style-type: none"> • Convention for attendees of American Overseas schools • Plan class reunions nationwide • www.overseasbrats.com 	Jennifer Kimble
TEAMS (Travel, Events & Management in Sports) October 18-22, 2010, Charlotte, NC <ul style="list-style-type: none"> • Regional Booth & Sponsorship w/DFWATC Sports Alliance • Tradeshow appointments with Tournament Directors and Event Rights Holders • www.sportstravelmagazine.com 	LaChelle Evans
Rejuvenate Marketplace October 18-21, 2010, Louisville, KY <ul style="list-style-type: none"> • Team Texas statewide partnership • Pre-set appointments with religious planners • www.time2rejuvenate.com 	Marla Roe
U.S. Sports Congress December 13-15, 2010, Ft. Meyers, FL <ul style="list-style-type: none"> • Tradeshow for National Governing Bodies of USA Olympic sports and Event Right Holders • www.ussportscongress.com 	LaChelle Evans
MPI Houston Chapter Supplier Showcase (Meeting Professionals International) January 2011, Houston, TX <ul style="list-style-type: none"> • Houston Chapter event • Tradeshow for corporate meeting planners • www.mplweb.org 	Anna Blakeley
RCMA (Religious Conference Management Assn) January 25-28, 2011, Tampa, FL <ul style="list-style-type: none"> • Tradeshow for religious meeting planners • Will share booth with 2 other Texas CVB's • www.rcmaweb.org 	Anna Blakeley
TSAE Southwest Showcase (Texas Society of Association Executives)	LaChelle Evans/Marla Roe
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January 27, 2011, Austin, TX <ul style="list-style-type: none"> • Tradeshow to exhibit to meeting planners from state associations • www.tsae.org 	
MPI DFW Chapter Annual Supplier Showcase (Meeting Professionals International) March 2011, Dallas area <ul style="list-style-type: none"> • DFW chapter event • Tradeshow for corporate meeting planners • www.mplweb.org 	Anna Blakeley
NASC Annual Marketplace (National Association of Sports Commissions) April 12-14, 2011, Greensboro, NC <ul style="list-style-type: none"> • Individual appointments with Tournament Directors and Events Rights Holders • www.sportscommissions.org 	LaChelle Evans
TTIA Travel Counselors Conference (Texas Travel Industry Association) April 25-28, 2011, Arlington, TX <ul style="list-style-type: none"> • Tradeshow to exhibit to the travel counselors that staff the State Travel Information Centers • www.ttia.org 	Vicki Blakely
Collaborate Marketplace May 3-5, 2011, Houston, TX <ul style="list-style-type: none"> • Team Texas event • Pre-schedule appts with corporate meeting planners • www.collaboratemeetings.com 	Anna Blakeley
Connect Marketplace August 2011, Chicago, IL <ul style="list-style-type: none"> • Team Texas event • Pre-scheduled appts in the SMERF market (fraternal, military, religious, mainly weekend type meetings) • www.connectyourmeetings.com 	LaChelle Evans
TSAE Annual Meeting (Texas Society of Association Executives) September 2011, Houston, TX <ul style="list-style-type: none"> • Annual education meeting, networking opportunities with state association meeting planners • www.tsae.org 	LaChelle Evans
GLAMER Show (Group Leaders of America)	Jennifer Kimble

September 2011, Oklahoma City, OK

- Travel planners for church groups, seniors, bank groups, country clubs
- www.glamer.com

Sales Calls

- Bi-monthly pre-qualified and pre-scheduled sales calls in Austin; contact LaChelle Evans for travel dates
- Bi-monthly pre-qualified and pre-scheduled sales calls in key feeder markets targeting corporate accounts; contact Anna Blakeley for travel dates
- Sales missions to group travel market in East Texas, Oklahoma and West Texas, contact Jennifer Kimble for travel dates

Other Staff Travel:

Jennifer Kimble:

- ACOM, Association for Convention Operations Management
- TTIA Travel Summit, Texas Travel Industry Assn
- TACVB, Tx Assn of CVB's

Denise Stokes

- PRSA Travel & Tourism, Public Relations Society of America
- TTIA Unity Dinner, Texas Travel Industry Assn
- Quarterly media calls, Austin, Oklahoma, East Texas/Louisiana, Wichita Falls/Midland/Odessa

Marla Roe

- TTIA Travel Summit, Texas Travel Industry Assn
- DMAI, Destination Marketing Assn Int'l
- TTIA Unity Dinner, Texas Travel Industry Assn

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FY11 Frisco CVB Advertising Schedule

Publication	Month	Size	Issue	Distribution
DFW Guide	Annual	1/2 pg 4C		350,000 leisure
Regional Campaign	Fall/Spring	1/2 pg 4C Horiz	200+ mile radius	
TTIA Spring Insert	March/Apr	1/4 pg 4C Horiz	Includes brochure	1,250 million leisure
TTIA Fall Insert	September	1/4 pg 4C Horiz	Includes brochure	1 million leisure
TTIA File Folder	Spring	Cover of Guide	Texas	8,000 travel agents, tour operators
Shop Across Dallas	Annual	1/2 pg 4C		200,000 (50,000 in Spanish)
Shop Across Texas	online	1 promotion	includes e-blast	
Map Dallas	Annual		1 million distribution, enhanced Collin County section map	
Southern Living	November	4"	each month includes online listing	630,000 OK, TX, AR, LA
	May	4"	Texas Travel Section	
	June	4"	1 free directory listing, online package listing	
	July	4"	bonus issue	
AAA Home & Away, Southern	March-Sept	Homepage banner	7 month integrated approach with Plano, McKinney & Allen	7 million
Traveler, Texas Journey, Midwest	March-Sept	AAA Facebook	geotargeted, includes progress report	impressions
Traveler and Tour Texas.com	March-Sept	emails	promoting microsite, retail highlights	
7 month program with Plano, Allen, & McKinney	May/June/July/Aug	Home & Away		
	May/June/July/Aug	Southern Traveler		
	May/June/July/Aug	Midwest Traveler	western zone	
	March/Apr/May/June	Texas Journey		
Texas Journey - AAA	July/August	4" travel guided	Texas Travel Section	1.76 million
The Marketer	annual	listing	ABA annual listing of DMO's	
Leisure Group Travel	Oct	1/2 pg 4C	SW issue, advertorial, online listing with photo & 300 words, prospect lists	
Tour Texas.com	12 months	online banner		
	4 e-news	e-news blast	to promote events	
Trip Advisor	annual	online	Destination page for Frisco	
Total Leisure Advertising				
Sports Travel	December	1/2 pg island 4C	Southwest feature	15,000 sports industry planners
	January	1/2 pg island 4C	Super Bowl, Figure Skating	
	July	1/2 pg island 4C	DMO issue; price is included in Assn News pricing, match, edit	
	March	1/2 pg island 4C	Soccer, NASC, NIRSA	
Sports Events	Dec	1/2 pg 4C	Annual CVB Directory, matching advertorial	16,000 sports event planners
	April	1/2 pg 4C	Soccer Fields & Facilities	
	May	1/2 pg 4C	Small Markets, Big on sports	
Texas Sports Facility Guide	Annual	Full page 4C	Texas Monthly publication, TACVB Sports Travel distribution	7,500

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Assn News	July	1/1pg 4C	Special DMO section for Assn News and Sports Travel	
Meet Texas (TACVB)	Bi Annual	1/2 pg 4C	TACVB distribution	
Total Meetings Advertising				
Total Advertising				
Websites				
texttraveler.com	Annual		new website tied in with Texas Monthly, Texas Traveler and State of Texas	
tourtexas.com	Annual		includes online brochure & meetings brochure	
destinationtexas.cc	Annual			
empowerMINT	Annual		new resource for leads with partnership with DMA's database	
alacrossstexas.com	Annual			
Total Web Marketing				
Total Advertising/Marketing				

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Sports Destination Mgmt	Oct/Nov	Full page 4C	Inside back cover, plus Southwest editorial	17,000 sports planners
Sports Business Journal	Oct	1/2 pg 4C	1/2 ad matching editorial, new full insert piece North Texas Sports (13 ctd's)	
Total Sports Advertising				
SNERF Special Markets Journal	Fall	Full pg 4C	Includes advertisements, 100 telesees calls, online listing Unique Meeting Venues	
Meetings South	Oct	1/2 pg std 4C	CVB Update, matching advertorial	22,000 corp & assn planners
	Jan	1/2 pg std 4C	DFW	65% corporate, 23% assn
	July	1/2 pg 4C	Annual Guide	
	Sept	1/2 pg 4C	Meetings Texas	
Association Leadership-T&E	Jan/Feb	1/2 pg 4C	show issue	800 state & regional assns
	January	1/2 pg 4C	Directory	
	Mar/April	1/2 pg 4C		
	Online Guide	vert banner	annual	
	Sept/Oct	1/2 pg 4C		
Plan Your Meetings	Annual	print and online	Annual directory, online page, two PMW live events for corporate market	
Convention South	March	1/2 pg 4C	Annual CVB advertorial	18,000 corp & assn planners
	July	1/2 pg 4C	Small Markets, Big on Mktg, Dallas advertorial	
Tx Mktg & Events	Fall	1/3 pg Square	Best of the industry plus bonus distrib.	17,000 regional planners
	Spring	1/3 pg Square	Teambuilding, includes lead gen tool	
	Annual	online ads	Homepage	
Current, MFI DFW Chapter	Sept/Oct	1/2 pg 4C	Resource Guide	
	4th Qtr 2010	1/2 pg 4C		
One+ MPI National	November	1/2 pg 4C	Texas Meeting Guide, matching advertorial	25,000 members
	Jan	1/2 pg 4C	DMO Special Report	
	3 months	Leaderboard	Addict Value	
	2 months	E-News banner	Addict Value	
Connect	Nov/Dec	1/2 pg 4C	Industry issue & SW destinations	5,000 SNERF planners
	March/April	1/3 pg 4C	Texas report	includes prospect list
	July/Aug	1/2 pg 4C	CVB matching edit	
Celebrate	April/May	1/3 pg 4C	Official Marketplace issue	6,500 corporate planners
	June/July	1/2 pg 4C	CVB matching edit	
	Aug/Sept	1/3 pg 4C	TBD	
	Oct/Nov	1/3 pg 4C	Texas Section	
Rejuvenate	Dec	1/2 pg 4C	Industry issue, Southwest section	5,800 faith based planners
	April/May	1/3 pg 4C	Texas report	includes prospect list
	June/July	1/2 pg 4C	CVB matching edit	
Comente	December	1/4 pg 4C	outsert Texas Guide, bonus distrib. at PCMA January	17,000 complassn

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